

ORDER



Orders	Order / Rev:	68806
	Alt Order #:	9853120
	Product Desc:	Tom Smith for Senate
	Estimate:	
	Flight Dates:	10/30/12 - 11/06/12
	Original Date / Rev:	10/28/12 / 11/02/12
	Order Type:	GENERAL

Primary AE:	Millennium Washington DC
Sales Office:	MNAT
Sales Region:	National

Agency	Name:	SRCP Media
	Buying Contact:	
	Billing Contact:	
		201 North Union Street Suite 200
		Alexandria, VA 22314

Billing Type:	Cash
Billing Calendar:	Broadcast
Billing Cycle:	EOM/EOC
Agency Commission:	15%

Advertiser	Name:	Smith/R/Senate
	Demographic:	HH
	Product Codes:	US Senate
	Priority:	P-3
	Revenue Codes:	AGY, POL-CAND, GEN

New Business Thru: _____
Order Separation: 00:15:00
Advertiser External ID: _____
Agency External ID: _____

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
10/29/12	11/06/12	96	\$50,695.00	\$43,090.75

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
November 2012	96	\$50,695.00	\$43,090.75	0.00
Total	96	\$50,695.00	\$43,090.75	0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Millennium Washington DC			Start Of Order - End Of Order	100%

Millennium Washington DC Start Of Order - End Of Order 100%

Order Share

WHP-TV CBS21 22% \$50,695.00
Market 100% \$230,431.82

Competitive Share

Competitive Share	Share	Value
EHP	0%	\$0.00
UNKWN	78%	\$179,736.82
WGAL	0%	\$0.00
WHTM	0%	\$0.00
WLYH	0%	\$0.00
WPMT	0%	\$0.00

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N 9	WHP	10/30/12	11/05/12	M-F 7p-730p M-F 7p-730p	CM	7p-730p	MTWTF--	:30	5	\$400.00	P-3	0.00	NM	10	\$3,260.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u>															
Week:	10/30/12	11/05/12	MTWTF--	5	\$400.00	0.00									
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>	<u>Start/End Time</u>			<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>	<u>Rtg</u>	<u>Type</u>			
1	WHP	10/30/12-11/05/12	M-F 7p-730p	7p-730p			MTWThF----	:30		(\$400.00)	0.00	NM			
			See MG 9.6,9.7,9.8,9.9,9.10,9.11,9.12,9.13,9.14 [No Avail]												
4	WHP	10/30/12-11/05/12	M-F 7p-730p	7p-730p			MTWThF----	:30		(\$400.00)	0.00	NM			
			See MG 9.6,9.7,9.8,9.9,9.10,9.11,9.12,9.13,9.14 [No Avail]												
5	WHP	10/30/12-11/05/12	M-F 7p-730p	7p-730p			MTWThF----	:30		(\$400.00)	0.00	NM			
			Credited [Credited Spot]												
6	WHP	10/31/12-11/05/12	M-F 7p-730p	7p-730p			M-WThF----	:30		(\$700.00)	0.00	NM			
(M)			Credited [Credited Spot]												
7	WHP	10/31/12-11/05/12	M-F 730p-8p	730p-8p			M-WThF----	:30		\$800.00	0.00	NM			
(M)			MG for 9.1,10.1,8.1,23.1,9.4,10.5,4.3,19.2,1.5,8.4,4.9,19.1,10.3,4.4,4.8,1.1 [MG within Flight]												
8	WHP	10/30/12-11/05/12	NFL RS Game Early	1p-4p			-----SaSu	:30		\$1,300.00	0.00	NM			
(M)			MG for 9.1,10.1,8.1,23.1,9.4,10.5,4.3,19.2,1.5,8.4,4.9,19.1,10.3,4.4,4.8,1.1 [MG within Flight]												
9	WHP	11/06/12-11/06/12	M-F 6a-7a News	6a-7a			-T-----	:30		\$70.00	0.00	NM			
(M)			MG for 9.1,10.1,8.1,23.1,9.4,10.5,4.3,19.2,1.5,8.4,4.9,19.1,10.3,4.4,4.8,1.1 [MG within Flight]												
10	WHP	11/06/12-11/06/12	CBS This Morning	7a-9a			-T-----	:30		\$40.00	0.00	NM			
(M)			MG for 9.1,10.1,8.1,23.1,9.4,10.5,4.3,19.2,1.5,8.4,4.9,19.1,10.3,4.4,4.8,1.1 [MG within Flight]												
11	WHP	10/31/12-11/05/12	M-F 6a-7a News	6a-7a			M-WThF----	:30		\$70.00	0.00	NM			
(M)			MG for 9.1,10.1,8.1,23.1,9.4,10.5,4.3,19.2,1.5,8.4,4.9,19.1,10.3,4.4,4.8,1.1 [MG within Flight]												
12	WHP	10/31/12-11/05/12	M-F 6a-7a News	6a-7a			M-WThF----	:30		\$70.00	0.00	NM			
(M)			MG for 9.1,10.1,8.1,23.1,9.4,10.5,4.3,19.2,1.5,8.4,4.9,19.1,10.3,4.4,4.8,1.1 [MG within Flight]												
13	WHP	10/31/12-11/05/12	M-F 6a-7a News	6a-7a			M-WThF----	:30		\$70.00	0.00	NM			
(M)			MG for 9.1,10.1,8.1,23.1,9.4,10.5,4.3,19.2,1.5,8.4,4.9,19.1,10.3,4.4,4.8,1.1 [MG within Flight]												
14	WHP	10/31/12-11/05/12	CBS This Morning	7a-9a			M-WThF----	:30		\$40.00	0.00	NM			
(M)			MG for 9.1,10.1,8.1,23.1,9.4,10.5,4.3,19.2,1.5,8.4,4.9,19.1,10.3,4.4,4.8,1.1 [MG within Flight]												
N10	WHP	10/30/12	11/05/12	M-F 730p-8p M-F 730p-8p	CM	730p-8p	MTWTF--	:30	5	\$450.00	P-3	0.00	NM	25	\$20,715.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>								
		Week:	10/30/12	11/05/12	MTWTF--	5	\$450.00	0.00							

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N16	WHP	10/30/12	11/05/12	Thu Reg 1 Thu 8p-9p	CM	8p-9p	---T---	:30	1	\$1,700.00	P-3	0.00	NM	1	\$1,700.00			
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>						
		Week: 10/30/12	11/05/12	---T---		1	\$1,700.00			0.00								
N17	WHP	10/30/12	11/05/12	Fri Reg 2 Fri 9p-10p	CM	9p-10p	----F--	:30	1	\$900.00	P-3	0.00	NM	1	\$900.00			
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>						
		Week: 10/30/12	11/05/12	----F--		1	\$900.00			0.00								
N18	WHP	10/30/12	11/05/12	CBS This Morning Saturday Early Show	CM	9a-11a	----S-	:30	1	\$70.00	P-3	0.00	NM	0	\$0.00			
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>						
		Week: 10/30/12	11/05/12	----S-		1	\$70.00			0.00								
	<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>		<u>Start/End Time</u>				<u>Weekdays</u>		<u>Length</u>		<u>Rate</u>	<u>Rtg</u>	<u>Type</u>		
	1	WHP	10/30/12-11/05/12	CBS This Morning Saturday	9a-11a					-----Sa--		:30	(\$70.00)	0.00	NM			
N19	WHP	10/30/12	11/05/12	Sa-Su 6p-630p News Rot CBS 21 News at 6p	CM	6p-630p	-----SS	:30	2	\$80.00	P-3	0.00	NM	0	\$0.00			
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>						
		Week: 10/30/12	11/05/12	-----SS		2	\$80.00			0.00								
	<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>		<u>Start/End Time</u>				<u>Weekdays</u>		<u>Length</u>		<u>Rate</u>	<u>Rtg</u>	<u>Type</u>		
	1	WHP	10/30/12-11/05/12	Sa-Su 6p-630p News Rot See MG 9.6,9.7,9.8,9.9,9.10,9.11,9.12,9.13,9.14 [Program Change]	6p-630p					-----SaSu		:30	(\$80.00)	0.00	NM			
N20	WHP	10/30/12	11/05/12	Sa-Su 11p-1130p News CM CBS 21 News Weekend	CM	11p-1130p	-----SS	:30	1	\$90.00	P-3	0.00	NM	1	\$90.00			
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>						
		Week: 10/30/12	11/05/12	-----SS		1	\$90.00			0.00								
N21	WHP	10/30/12	11/05/12	CBS Sun Morning CBS Sun Morning	CM	9a-1030a	----S	:30	1	\$150.00	P-3	0.00	NM	1	\$150.00			
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>						
		Week: 10/30/12	11/05/12	----S		1	\$150.00			0.00								
N22	WHP	10/30/12	11/05/12	Sun Reg 1 Sun 7p-8p	CM	7p-8p	-----S	:30	1	\$1,800.00	P-2	0.00	NM	1	\$1,800.00			
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>						
		Week: 10/30/12	11/05/12	-----S		1	\$1,800.00			0.00								
N23	WHP	11/06/12	11/06/12	M-F 10a-11a M-F 10a-11a	CM	10a-11a	-T-----	:30	1	\$100.00	P-3	0.00	NM	0	\$0.00			
		<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>				<u>Start/End Time</u>				<u>Weekdays</u>	<u>Length</u>	<u>Rate</u>	<u>Rtg</u>	<u>Type</u>
	1	WHP	11/06/12-11/06/12	M-F 10a-11a See MG 9.6,9.7,9.8,9.9,9.10,9.11,9.12,9.13,9.14 [No Avail]	10a-11a					-----T-----		:30	(\$100.00)	0.00	NM			
N24	WHP	10/30/12	11/05/12	Letterman Letterman	CM	1135p-1235a	MTWTF--	:30	5	\$140.00	P-2	0.00	NM	5	\$700.00			
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>						
		Week: 10/30/12	11/05/12	MTWTF--		5	\$140.00			0.00								
N25	WHP	10/31/12	11/05/12	M-F 10a-11a M-F 10a-11a	CM	10a-11a	M-WTF--	:30	5	\$100.00	P-3	0.00	NM	0	\$0.00			

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N38	WHP	11/04/12	11/04/12	Sun Reg 3 Sun 9p-10p	CM	9p-10p	-----S	:30	2	\$2,000.00	P-2	0.00	NM	1	\$2,000.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u>															
Week: 10/30/12 11/05/12 -----S 2 \$2,000.00 0.00															
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>		<u>Start/End Time</u>		<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>	<u>Rtg</u>	<u>Type</u>			
2	WHP	10/30/12-11/05/12	Sun Reg 3		9p-10p		-----Su	:30	(\$2,000.00)	0.00	NM				
See MG 10.6, 10.7, 10.8, 10.9, 10.10, 10.11, 10.12, 10.13, 10.14, 10.15, 10.16, 10.17, 10.18, 10.19, 10.20, 10.21, 10.22, 10.23, 10.24, [Preempted by NSM]															
N39	WHP	11/04/12	11/04/12	Sun Reg 4 Sun 10p-11p	CM	10p-11p	-----S	:30	2	\$1,200.00	P-3	0.00	NM	0	\$0.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u>															
Week: 10/30/12 11/05/12 -----S 2 \$1,200.00 0.00															
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>		<u>Start/End Time</u>		<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>	<u>Rtg</u>	<u>Type</u>			
1	WHP	10/30/12-11/05/12	Sun Reg 4		10p-11p		-----Su	:30	(\$1,200.00)	0.00	NM				
See MG 10.6, 10.7, 10.8, 10.9, 10.10, 10.11, 10.12, 10.13, 10.14, 10.15, 10.16, 10.17, 10.18, 10.19, 10.20, 10.21, 10.22, 10.23, 10.24, [Preempted by NSM]															
2	WHP	10/30/12-11/05/12	Sun Reg 4		10p-11p		-----Su	:30	(\$1,200.00)	0.00	NM				
See MG 10.6, 10.7, 10.8, 10.9, 10.10, 10.11, 10.12, 10.13, 10.14, 10.15, 10.16, 10.17, 10.18, 10.19, 10.20, 10.21, 10.22, 10.23, 10.24, [Preempted by NSM]															
													Totals		
													96	\$50,695.00	